hand, it being assumed that the driver and the front passenger respectively use the hand closest to the center console for operation. In sensor units that allow for a differentiation between the driver and the front passenger, for example in that different high-frequency signals are transmitted via the body of the driver and of the front passenger, which are used by the sensor units for detecting the position of the body part, a distinction of gestures of the front passenger and of the driver is possible on the basis of the information of the sensor unit. If a distinction is possible, then different control intentions or different representation functions or adaptation functions for the driver and for the front passenger may be assigned to the same gesture.

1-33. (canceled)

34. A method for operating an interactive control device, the control device including a display device configured to represent information including control elements, comprising:

ascertaining a control intention for at least one of the control elements represented on the display device; and

adapting the information represented on the display device as a function of the ascertained control intention such that the at least one control element is represented in a manner optimized for activating the at least one control element.

35. The method according to claim **34**, wherein the control device is arranged in motor vehicle.

36. The method according to claim **34**, wherein the ascertaining of the control intention for at least one of the control elements represented on the display device includes ascertaining whether a user's body part is located within an activation region that is spatially defined relative to a display region of at least one of the control elements on the display device.

37. The method according to claim **34**, wherein the control intention for the at least one control element is ascertained prior to activating a control action.

38. The method according to claim **34**, wherein the ascertaining of the control intention and the adapting of the represented information are performed at least one of (a) iteratively and (b) continuously.

39. The method according to claim **36**, wherein the ascertaining of the control intention is based on information relating to at least one of (a) a bodily action, (b) a direction of movement of a body part, and (c) a viewing direction of a user.

40. The method according to claim **39**, wherein, on the basis of the information, a distance of the body part from the representation of the control element is ascertained and the control element is scaled as a function of the distance.

41. The method according to claim **34**, further comprising ascertaining user information at least partly by at least one of (a) a camera system and (b) an ultrasonic sensor system.

42. The method according to claim **34**, wherein the ascertaining of the control intention is based on information from surroundings about a driving situation, which is taken into account when adapting the optimized represented information.

43. The method according to claim **34**, wherein the ascertaining of the control intention includes ascertaining at least one of (a) a control probability for the control element and (b) additional control probabilities for additional control elements, and the adapting includes adapting the represented information in accordance with the control probability in a manner optimized for an activation of at least one of (a) the respectively assigned control action and (b) an additional control action.

44. The method according to claim **34**, wherein the adapting includes changing at least one of (a) a transparency, (b) a size of the control element, (c) a distance from adjacent additional control elements and (d) an animation of at least one of (i) the control element and (ii) several control elements.

45. The method according to claim **34**, wherein the ascertaining of the control intention includes detecting and evaluating gestures executed by a body part, the adapting of the represented information being performed in accordance with an adaptation function assigned to the detected gesture.

46. The method according to claim **45**, wherein the gestures include at least one static gesture, which is detected on the basis of a predefined body part attitude.

47. The method according to claim **45**, wherein the gestures include at least one dynamic gesture, which is detected on the basis of a predefined path line traversed by the body part.

48. The method according to claim **45**, wherein the gestures include at least one complex gesture, which is detected on the basis of at least one of (a) a transition between predefined static gestures and (b) a static gesture, which traverses a predefined path line.

49. The method according to claim **34**, wherein the information represented on the display device is adapted for a representation that is optimized for a visual communication of information if no control intention is ascertained.

50. An interactive control device, comprising:

a display device adapted to represent information that includes control elements; and

a control device adapted to ascertain a control intention for at least one of the control elements represented on the display device and to adapt the information represented on the display device as a function of the ascertained control intention to represent the at least one of the control elements in a manner optimized for activating the control element.

51. The device according to claim **50**, wherein the interactive control device is arranged in a motor vehicle.

52. The device according to claim **50**, further comprising at least one sensor device adapted to detect a user's body part within an activation region that is spatially defined relative to a display region of at least one of the control elements on the display device in order to ascertain a control intention for at least one of the control elements represented on the display device.

53. The device according to claim **50**, wherein the control device is adapted to ascertain the control intention and to adapt the information at least one of (a) iteratively and (b) continuously.

54. The device according to claim **52**, wherein sensor information includes information about a bodily action of the user.

55. The device according to claim **50**, further comprising at least one of (a) a camera system and (b) an ultrasonic sensor system adapted to ascertain user information.

56. The device according to claim **52**, wherein sensor information includes information relating to at least one of (a) a viewing direction of the user and (b) a direction of movement of the user's body part (**36**).

57. The device according to claim **52**, wherein the control device is adapted to ascertain at least one of (a) a direction of